

THE CLAIMS

1. (Currently Amended) A computer implemented method comprising:
receiving a request to obtain consumer feedback on a broadcast product;
sending at least one product description data to a plurality of clients;
receiving a feedback data on the broadcast product from each of the plurality of clients
transparent to the user of the clients, wherein the feedback data is based on information stored in a
memory device of each of the clients;
processing a consumer feedback summary based on the feedback data on the broadcast
product.
2. (Currently Amended) The method of claim 1 further comprising:
communicating the consumer feedback summary to a product provider of the broadcast
product.
3. (Currently Amended) The method of claim 1 wherein the request to obtain consumer
feedback is received from a product provider of the broadcast product.
4. (Original) The method of claim 1 wherein the request to obtain consumer feedback
comprises a request to test the success of one or more products.
5. (Original) The method of claim 4 wherein the consumer feedback summary comprises a
product success data for each of the one or more products.
6. (Original) The method of claim 1 wherein the request to obtain consumer feedback
comprises a request to compare the success of two or more attributes of a product.
7. (Original) The method of claim 6 wherein the consumer feedback summary comprises an
attribute success comparison data.
8. (Original) The method of claim 1 wherein the request to obtain consumer feedback
comprises a request to compare the success of two or more products.
9. (Original) The method of claim 8 wherein the consumer feedback summary comprises a
product success comparison data.
10. (Original) The method of claim 1 wherein the request to obtain consumer feedback
comprises a request to compare the success of two or more ways of marketing a product.

11. (Original) The method of claim 10 wherein the consumer feedback summary comprises a marketing success comparison data.
12. (Original) The method of claim 1 wherein the product description data comprises meta-data.
13. (Original) The method of claim 1 wherein the product description data comprises program guide information.
14. (Currently Amended) A system comprising:
 - a ~~processor~~broadcast center server;
 - a communication interface coupled to the ~~processor~~broadcast center server;
 - a machine readable medium having instructions which when executed by the broadcast center server ~~processor~~ cause the system to perform operations comprising:
 - receiving a request to obtain consumer feedback on a broadcast product;
 - sending at least one product description data to a plurality of clients;
 - receiving a feedback data on the broadcast product from each of the plurality of clients transparent to the user of the clients, wherein the feedback data is based on information stored in the clients;
 - processing a consumer feedback summary based on the feedback data on the broadcast product.
15. (Currently Amended) The system of claim 14 in which the machine readable medium having further instructions which when executed by the processor cause the system to perform further operations comprising:
 - communicating the consumer feedback summary to a product provider of the broadcast product.
16. (Currently Amended) The system of claim 14 wherein the request to obtain consumer feedback is received from a product provider of the broadcast product.
17. (Original) The system of claim 14 wherein:
 - the request to obtain consumer feedback comprises a request to test the success of one or more products; and
 - the consumer feedback summary comprises a product success data for each of the one or more products.
18. (Original) The system of claim 14 wherein:

the request to obtain consumer feedback comprises a request to compare the success of two or more attributes of a product; and
the consumer feedback summary comprises an attribute success comparison data.

19. (Original) The system of claim 14 wherein
the request to obtain consumer feedback comprises a request to compare the success of two or more products; and
the consumer feedback summary comprises a product success comparison data.

20. (Original) The system of claim 14 wherein:
the request to obtain consumer feedback comprises a request to compare the success of two or more ways of marketing a product; and
the consumer feedback summary comprises a marketing success comparison data.

21. (Original) The system of claim 14 wherein the product description data comprises meta-data.

22. (Original) The system of claim 14 wherein the product description data comprises program guide information.

23. (Currently Amended) A system comprising:
a processor coupled to a bus;
a memory coupled to the bus;
means for receiving a request to obtain consumer feedback on a broadcast product;
means for sending at least one product description data to a plurality of clients;
means for receiving a feedback data on the broadcast product from each of the plurality of clients transparent to the user of the clients, wherein the feedback data is based on information stored in the clients;
means for processing a consumer feedback summary based on the feedback data on the broadcast product.

24. (Currently Amended) The system of claim 23 further comprising:
means for communicating the consumer feedback summary to a product provider of the broadcast product.

25. (Currently Amended) The system of claim 23 wherein the request to obtain consumer feedback is received from the product provider of the broadcast product.

26. (Original) The system of claim 23 wherein the product description data comprises meta-data.

27. (Original) The system of claim 23 wherein the product description data comprises program guide information.